



Peninsula Chinese Business Association

美國華聯商會

Leading because we care



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BUILD *Personal* BRAND!

In today's world, everyone is a brand. Personal branding is an intentional, strategic practice where people define and express their value proposition. Professional and personal success depends on persuading others to recognize value. And you need to develop yours and reach out to your targeted audiences.

Your brand is what people say about you when you are not in the room. It is the beliefs, feelings, attitudes, expectations, and sometimes gossip that people collectively hold about you. Your goal should be to ensure that the narrative created about you is accurate, coherent, compelling, and differentiated.

A well-managed brand benefits you by enhancing your visibility and helps you expand your network and attract new opportunities. A good branding story can expose your unique personality, talent, and ability as a value-added to impress others. So, how to get started?

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BRAND

You need to define your life purpose. Ask yourself, why are you living the life you have now? Look for the interests that energize you every day and what competencies you've established to build your unique personality. Those are essential traits for how you want your audiences to know about you.

Your brand story is your capital. Your experiences, achievements, social connections, hobbies, interests, and relationships within various groups and organizations must be evaluated to determine whether they align with your desired brand identity and how well you exhibit and showcase those attributes. By doing so, your narrative needs to be carefully crafted; The uniqueness of the story you established embodies the brand you want to have. Awareness of your messages is critical because they lead the audience to determine whether you are a success or a failure. You want them to hear that you are adventurous and resourceful without explicitly saying so. The goal is to help them remember your values.

Your brand isn't an individual exercise; you need other people to share your stories, enhancing your credibility and helping you reach new audiences; their recommendations or ratings give you legitimacy to find people who share your mission and interests or seek the value you could provide.

Branding is an ongoing process. Your brand must audit regularly to find deficits to rectify and strengths to build on. In addition to doing self-assessment, you will want to reengage your truth-tellers to uncover what your current image is in the minds of others and then make sure that it aligns with your goals.

Sources: Jill Avery, Rachel Greenwald,
Harvard Business Review

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Tips for remembering people's names.

Are you embarrassed because you cannot remember someone's name even though you have met several times?

Three steps can be used to boost memory. But it would be best if you kept practicing.

Step 1: When you shake someone's hand, repeat their name in a sentence, such as: "Hello John, nice to see you again." By shaking people's hands, you could anchor their words through your sense of touch and help you focus on storing their names in your brain.

Step 2: Pay attention to specific that are easy to remember, such as hairstyle, glasses they wear, or face impression. Paying attention to the unique aspects of their appearance can help you link their names with your visual memory. Try to focus on not more than one.

Step 3: Take a deep breath through your nose! Why? Is breathing can help remember people's names? When you take a deep breath, you connect "names" to a specific smell. Your sense of smell is directly linked to your brain's memory center, the hippocampus. That is why a whiff of street food can whisk you back to your grandmom's cooking. You are handwriting their name into your brain by connecting a new person's name to a specific smell, making it almost impossible to forget.

Try these easy memory-boosting steps next time you meet someone new.

Source: Bottom Line's Health Breakthrough





What can I bring to my next life?

I go to baby showers and funerals from time to time. I was curious and asked myself where the babies were coming from and where they were heading after death; will they be reborn again? If so, what can they bring from one life to another? My curiosity made me find out what could bridge death and birth. What humans have brought to this planet, and what can they carry to leave this world?

Humans bring to this world is relatively easy to know; It's probably "tears!" What baby's first response to the new environment is crying. They cry before opening their eyes and breathe.

But what can carry to leave this world is difficult to determine. Possessions, money, career, loved ones, and so on all must leave behind. Years ago, I believed two belongings could be kept in my system forever, and no one could take them away. First is my education and life experiences. Second is my good and bad memories. However, my mother proved I was wrong five years ago because Alzheimer's took her memories away.

I did not give up and continued my research. One day, I read an inspirational story about the relationship between a man and his soul. It describes that we must purify our soul for the next life; whether we are reborn to an animal, a plant, or a human again, our soul will never leave us. That tells me a baby coming to this world brings more than tears but also a soul. I wasn't satisfied that if I arrived with two elements, I should leave with two to make it even.

I met a happy, energetic family man thirteen years ago through PCBA social gathering. Very soon, we became friends; we intended to do business together but have yet to have a successful one. We debated values, professional experiences, and political interests; those conversations were unforgettable. His personality inspired me to stay positive to help others. He was a fan of parties; enjoyed social gatherings. He loved to organize events and create happy moments for those he cared about. On any occasion, he always maintained a happy face and told jokes. Unfortunately, he surrendered to cancer and died peacefully seven years ago. We met a couple of times when he was battling cancer; his signature smiling face never disappeared. He made me remember: Whether happy or sorrowful, stay positive and never forget to smile.

He solved the remaining question: I arrived with a "soul and tears," and I may leave with a "soul and smile."

Johnny DaRosa

Dedicated to Donia Wong and her late husband, Chris Siow (former Vice-President)

Pursue American Dreams

According to the Migration Policy Institute and Census Bureau, Chinese immigrants are the third largest foreign-born group in the United States, after Mexicans and Indians. Chinese immigration to the US has two waves, the first arriving mid-1800s and the second from the late 1970s. The population has grown more than six-fold since 1980, reaching 2.3 million in 2016 and 2.5 million peaks in 2019, before the pandemic.

Chinese immigrants have a long history of pursuing the American Dream and achieving success through entrepreneurship, perseverance, and hard work. Below are several successful stories of Chinese immigrants who have significantly contributed to various fields in the United States.

•**I.M. Pei:** born in Guangzhou, China, one of the most influential architects of the 20th century. He graduated from MIT with an architectural degree and established Pei's Design firm. His projects worldwide include the glass pyramid at the Louvre Museum in Paris, the National Gallery of Art in Washington DC, the Bank of China Tower in Hong Kong, the Zhuzhou Museum in China, and many more.

•**Andrew Cherng:** Born in Yangzhou, China, he co-founded the fast-food chain Panda Express in 1983 with his father, Chef Ming Tsai Cherng. Panda Express is the largest Chinese restaurant chain in the United States, serving millions of patrons daily.

•**Jerry Yang:** Born in Taiwan, co-founded Yahoo along with David Filo in 1994. Yahoo played a significant role in the early days of the World Wide Web. Yang's contribution to the tech industry made him a successful and influential figure.

•**Vera Wang:** Born to Chinese immigrants in New York City, she is a world-renowned fashion designer. She started her career as an editor at Vogue and later became a design director at Ralph Lauren. In 1990, she opened her bridal boutique and was famous for exquisite bridal gowns and ready-to-wear collections, dressing many celebrities.

•**Amy Tan:** Born to Chinese immigrants in Oakland. Amy is an author known for novels exploring Chinese American culture and relationships. Her debut novel, "The Joy Luck Club," was a bestseller and adapted into a movie.

•**Michelle Kwan:** A figure skater born in Torrance, California, to Chinese immigrant parents. She won numerous national and world championships in figure skate. Michelle's talent and determination made her an inspiration to many aspiring athletes.

•**Jen-Hsun Huang:** Born in Taiwan, co-founded NVIDIA corporation in 1993. He played a crucial role in developing the graphics processing unit (GPU) technology, which has become essential in modern computing, gaming, and artificial intelligence. Under his leadership, NVIDIA became a global technology giant.



Articles: Johnny DaRosa
Publish: President Norman Ip & the Board of Directors
Graphic: Gogo Wu